

# WHEYVOLUTION



+ 5th International Whey Conference

WHEYVOLUTION

Paris, 7-9 September 2008

We are pleased to invite you to the WheyVolution Plaza exhibition

Do you want to reach the whole whey industry field, both processors and customers, participate at the WheyVolution Plaza exhibition?

This brochure will give you the needed information on both the whole event as well as on the possibilities and conditions for participation in this exhibition.



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## IWC – 2008

On 7 to 9 September 2008, the European Whey Products Association (EWPA) and the American Dairy Products Institute (ADPI) are organising in Paris the 5<sup>th</sup> International Whey Conference WheyVolution.

### WheyVolution

WheyVolution will be the 5th of a series of very successful conferences on the functionalities and broad range of applications of whey based food and feed ingredients. Most recent previous conferences have been in Munich 2001, and in Chicago 2005 (The Wonders of whey). The International Whey Conferences are being organised in close cooperation between the American Dairy Products Institute (ADPI) and the European Whey Products Association (EWPA).

At the conference website ([www.iwc-2008.org](http://www.iwc-2008.org)) as well as in the attachment to this brochure, you will find everything about the context of the conference (**Evolution or Revolution?**), why a broad audience is expected to come to this conference (**Why is a conference on whey products the place to be for both food and drink producers as well as whey processors?**), what people you may expect to find there (**Who will be there?**), what they may learn at the conference (**What will they discover?**) and where the WheyVolution event take place.

### The WheyVolution Plaza

The organisers of the 5<sup>th</sup> IWC-WheyVolution invite you to participate in this conference as exhibitor at the WheyVolution Plaza. The WheyVolution Plaza will be the central place for the conference:

- All meeting rooms are accessible only from the WheyVolution Plaza.
- The WheyVolution Plaza will be the place for various events during the conference as breakfast sessions, coffee breaks and the conference closing session.
- At the WheyVolution Plaza, about 360 m<sup>2</sup> exhibition space will be available for booths from 9 to 15 m<sup>2</sup> each.



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## Why is exhibiting at the WheyVolution Plaza on 8-9 September interesting for you?

- Up to 700 conference participants will spend 2 days at and around this WheyVolution Plaza.
- The conference participants will be Product Developers and Managers, Research Scientists and Innovators, Purchasers, Nutritionists, Operations and Process Technologists, Sales and Marketing, etc,
- The presentations on the conference will increase the awareness with conference participants of the importance of whey based ingredients in food products. The conference programme is attached for your information.

## Who should participate in the exhibition?

- Food and drink producers that are using whey based ingredients to showcase their products to a broad range of highly motivated experts in the field of food production and marketing.
- Producers of whey based ingredients to introduce their products to the food and drink industry representatives that will be highly interested in the right products based on the presentations given at the conference.
- Suppliers of equipment and supporting materials for both the production and the application of whey based ingredients.
- Suppliers of information in all different forms that is relevant for producers and users of whey based ingredients.



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## What is offered to the exhibitors at the WheyVolution Plaza?

- Up to 30 booths will be available (surface 9, 12 or 15 m<sup>2</sup>), with 2 or 3 walls (2.40 m high), with electricity and basic furniture.
- The exhibition will be open for the conference participants both on Monday 8 and on Tuesday 9 September 2008 from 8:00h to 19:00.
- The registration desk, all conference rooms, the coffee corners and the internet café will all be at the same WheyVolution Plaza: the maximum traffic will take place there.
- The organisers will work on a cheerful and entertaining atmosphere at the WheyVolution Plaza.
- Each exhibitor will be allowed to register a participant to the whole conference, including lunches, welcome reception and dinner, free of charge.
- A first set up for the WheyVolution Plaza is attached to this brochure.
- A booth at the WheyVolution Plaza can be rented for two days for € 350 per m<sup>2</sup> (excl. VAT).

## The organisers invite you to register now for a booth at the WheyVolution Plaza with the attached registration card.

Upon receiving your registration, the organisers will send you additional technical information, a proposal for the location of your booth and an invoice; the reservation will be definitive upon receipt of the payment. To be noted: you will find attached to this invitation the following documents: All about the IWC-2008 WheyVolution, 3-D drawing of the WheyVolution Plaza, the conference programme as well as the exhibition registration form.



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## + EXHIBITION REGISTRATION FORM

- Company name/organisation: .....
- Postal address: .....
- VAT Number: .....
- Contact person: Name ..... First name: ..... Title: .....
- Phone: .....
- Fax: .....
- E-mail: .....
- Desired booth space:      9m<sup>2</sup>      12m<sup>2</sup>      15m<sup>2</sup>      (please underline your choice)
- Any special requirements:  
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.....  
.....

Please return this form by e-mail ([e.lebas@ormes.com](mailto:e.lebas@ormes.com) or [iwc-2008@ormes.com](mailto:iwc-2008@ormes.com)), fax (+ 33 1 43 18 60 61) or mail to IWC-2008/Ormes, 18/20, rue Fourcroy, 75017 Paris, France

